Start Your Transformation

Spring 2021 Catalog
Classes Begin in January

1600 Valley Road, Wayne, N.J. • 973.720.2354 • wpunj.edu/cpe
Registration Policy and Procedures
All Registrations Will Be Processed Online!

» Register early to guarantee your enrollment.

» Registrations are accepted until the classes are full.

» Web Registration: https://www.wpunj.edu/cpe
   If you experience difficulty registering online, please call for assistance (973) 720-2354 or (973) 720-3961.
   » Be sure to include daytime and evening telephone numbers as well as your e-mail address so that we can notify you in case of program cancellation.

» You may pay online by credit card or electronic check.

» Once your registration and payment is processed, you are automatically enrolled. You will receive two emails: a registration confirmation and a payment confirmation. Plan to attend your workshop or conference as scheduled. You will be notified if the workshop or conference is cancelled or if there is a change in the schedule. If you do not receive an E-mail confirmation, please call for assistance (973) 720-2354 or (973) 720-3961.

» In case of inclement weather, please visit www.wpunj.edu/cpe to be sure the campus is open. When the university is closed due to inclement weather, our programs will be rescheduled.
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Business Programs

Human Resources

**SHRM Essentials of HR Management - 24 Hours**

*April 20 – May 15, 2021*

Human resource issues impact every company in some way. That’s why it’s important to understand the fundamental issues surrounding HR today. SHRM, the leading global HR professional organization, has developed the SHRM Essentials® of Human Resources course, which provides an introductory overview of the human resource function. Whether you are new to HR or HR is one of many roles you fulfill at your company, this program, offered in partnership with SHRM through William Paterson University, covers the key HR topics you need to know. Developed by leading HR experts, HR practitioners, and legal counsel, the SHRM Essentials® of Human Resources course covers introductory HR topics in a condensed, easy-to-understand format. The straightforward format ensures that HR concepts can be mastered and applied to real-life situations. Along with classroom interaction with peers and the instructor, case study exercises threaded throughout the program provide opportunities to practice applying newly acquired HR skills during training prior to using them on the job.

This program includes the textbook and materials as well as the SHRM Essentials Certification Exam.

**SHRM CP/SCP Exam Prep – 36 Hours**

*February 20 – April 17, 2021*

To meet business needs, SHRM has established two behavioral competency-based certifications, the SHRM Certified Professional (SHRM-CP®) for early- and mid-career professionals and the SHRM Senior Certified Professional (SHRM-SCP®) for senior-level practitioners. SHRM regards the SHRM-CP and SHRM-SCP as the new global standard in certification for the HR profession.

The SHRM-CP and SHRM-SCP exams contain two types of multiple-choice questions: stand-alone knowledge-based items that assess a candidate’s knowledge and understanding of factual information, and scenario-based situational judgment items that assess a candidate’s judgment, application and decision-making skills.

Please note this program does not cover the cost of the SHRM CP or SCP exams.

**Payroll Wage & Hour Training & Certification Program**

*Open Registration*

The Payroll Wage & Hour Training & Certification Program helps beginning and intermediate HR professionals learn the basic payroll requirements.

The Program includes plain-English descriptions of the various requirements, processes, and procedures, as well as numerous examples, administrative tips, and interactive Q&A to help provide valuable insight into compliance requirements.

The Program also includes an optional test for those who wish to earn a "Certified Payroll Wage & Hour Administrator" designation. This Program also qualifies for eight hours of PHR and SPHR re-certification credits!
The Payroll Management Training & Certification Program
Open Registration

The Payroll Management Training & Certification Program includes plain-English descriptions of the various requirements, processes, and procedures, as well as numerous examples, administrative tips, and interactive Q&A to help provide valuable insight into compliance requirements.

The Program also includes an optional test for those who wish to earn a "Certified Payroll Management Administrator" designation. This Program also qualifies for eight hours of PHR and SPHR re-certification credits!

**Besides the basics, you’ll also learn:**

To hire, train, and manage successful payroll professionals
To establish and maintain self-service, direct deposits, and paycard systems
To select and implement a payroll system
To handle and work with audits and disaster recovery plans
To implement anti-fraud plans
To comply with the various record retention requirements

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**Management and Leadership**

*Certificate in Leadership – 21 Hours*

Open Registration

Students will strengthen their communication skills, learn effective motivational drivers, become better public speakers and explore their personal strengths as a leader. This certificate is awarded to students who successfully complete 7 courses:

- Effective Leadership Principles
- Strategic Planning for Leaders: Decisions and Dynamics
- Communication & Work Styles: Understanding Behavior
- Team Building & Maximum Productivity Strategies
- Conflict Management
- Multiculturalism
- Presentation Skills

*Certificate in Management – 21 Hours*

Open Registration

Students will strengthen their communication skills, learn effective motivational drivers, become better public speakers and explore their personal strengths as a leader. This certificate is awarded to students who successfully complete 7 courses:

- Management vs. Leadership: Team Building
- How to ask the RIGHT Questions
- Performance Evaluation & Feedback
- Manager as Coach
- Ethical Issues in the Workplace
Leaders and managers are often called upon to deal with the challenging impacts of change, to work through disputes with partners and customers, and to resolve conflict within the organization. This Certificate in Managing Change and Resolving Conflict covers the key issues and best practices for managers dealing with contentious situations in the workplace. Each of the seven courses in this suite offer examples, videos from practitioners and experts, interactive games, and review questions to ensure mastery of the material. The courses present strategies that managers can use to help deal with conflict, with case studies and scenarios that highlight key issues.

**Leading and Managing Change**

Whether adopting new technology or adapting to a drastic shift in an organization’s core focus, change is a constant in any successful business. Managers play a fundamental role in successful effecting changes across an organization, and meanwhile, humans, by nature, will often resist change out of fear of the unknown. This introductory course addresses the key issues managers face in a dynamic environment. By understanding the steps in effecting change and how to overcome resistance, a manager can successfully lead change at various levels of an organization.

**Handling Difficult Employee Behavior**

As a manager, handling difficult employee behavior is now your job. And it can be overwhelming to try to navigate the psychology of poor behavior to try to figure out how to improve the situation. This course is designed to prepare managers to deal with troublesome and difficult behavior by employees. By effectively addressing, coaching, and counseling employees, you can improve their behavior and improve morale, staff retention, productivity, and teamwork. This course uses videos to illustrate each behavior type so that you can more easily apply the techniques to your current work environment. Focusing on dealing with the behavior (not the person), tools and techniques for positive change are clear and well-defined.

**Communicating Collaboratively**

In most organizational settings, you’ll be expected to work in teams. At times, your team members may not be physically in the same office with you. And yet, communicating effectively within these teams is critical to the success of the team, and critical to your personal success on any given project or task. This introductory-level course will help you improve your collaborative communication by providing best practices and effective tips and techniques.

**Handling Workplace Conflict**

As a manager, you will undoubtedly deal with conflict. And keeping the peace is your responsibility. This course introduces the various forms of conflict that can arise in the workplace and presents strategies that managers can use to help deal with conflict situations. It includes video commentary from an expert in the field and presents some fictitious real-world scenarios that allow learners to practice applying the skills and strategies discussed throughout the course.

**Emotional Intelligence for Managers**

Emotional intelligence (EI) is our ability to identify and control our emotions to achieve positive outcomes in our relationships. Managers with high EI are better equipped to deal with subordinates, colleagues, and company executives, and they can do a better job of handling and resolving conflicts. This one-module course reviews the underlying concepts of emotional intelligence and explores how managers can improve and make use of their emotional intelligence.

**Negotiations: Resolving Disputes**
This course is designed to help managers and other decision makers learn to settle workplace and interpersonal disputes by the application of proven negotiating principles and strategies. Learners in this course will explore the fundamentals of Dispute Settlement Negotiation with the help of games, videos, interactive exercises, case studies, and other engaging content.

*Introduction to Managing Change and Resolving Conflict*

Leaders and manager are often called upon to deal with the challenging impacts of change, to work through disputes with partners and customers, and to resolve conflict within the organization. This brief introductory course focuses on the context of leading and managing when there is disagreement and discord, within and without the organization.

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**Certificate in Negotiation**

**Open Registration**

This online certificate program helps learners develop the skills and strategies needed to become a successful negotiator. The fundamental concepts of negotiation are addressed, as well as the application of these concepts to the specific areas of Deal Making Negotiation and Dispute Settlement Negotiation. Video commentary provides learners with practical insights on translating the principles of negotiation into real-world bargaining success. Each 3- to 4-hour, self-paced course offers an assortment of interactive exercises, videos, readings, case studies, and self-assessments that will keep learners engaged as they sharpen their negotiating skills.

*Introduction to Negotiations*

We all negotiate every day. And even though negotiations are an integral part of our lives, techniques for managing these situations are not instinctive; they must be learned. Experienced negotiators make a conscious decision about what type of negotiation strategy to use based on a number of factors such as the importance of the relationship and the importance of what is at stake. Understanding key concepts such as the best alternative to no agreement, reservation price, and the zone of possible agreement can help you conduct a successful negotiation. And since power is a fundamental dynamic in negotiations, it is important for negotiators to have a basic understanding of ways they can exert and also gain power in a discussion. This course should be an essential part of any basic business and management training.

*Negotiations: Making Business Deals*

This course is designed to help executives and other potential deal-makers learn the essential strategies and skills to conducting successful business negotiations. Learners in this course will explore the fundamentals of deal making with the help of games, videos, interactive exercises, case studies, and other engaging content. The course begins by comparing and contrasting the two major types of negotiation—Dispute Settlement Negotiation (DSN) and Deal Making Negotiation (DMN)—and exploring the difference between negotiation and bargaining. Key topics covered in the course include the stages of the negotiation process; the importance of preparation and realistic goal-setting; the five basic approaches to negotiation; when to make (and when to avoid) commitments; the relative importance of relationships and outcomes; the decision to walk away from a negotiation; and the unique challenges posed by multiparty, international, and cross-cultural negotiations.

*Negotiations: Resolving Disputes*

This course is designed to help managers and other decision makers learn to settle workplace and interpersonal disputes by the application of proven negotiating principles and strategies. Learners in this course will explore the fundamentals of Dispute Settlement Negotiation with the help of games, videos, interactive exercises, case studies, and other engaging content.

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**Certificate in Leadership**

**Open Registration**
What is leadership and why is it important? How does a leader encourage change without triggering fearful resistance? What are the key elements to leading an effective team? What is the role of charisma in leadership? How can a leader achieve work-life balance? This suite of courses addresses all of these questions and many more. The courses in this suite offer advice on leadership that can help you stand out as a leader among your peers. Video segments introduce successful leaders who discuss such issues as how leaders become leaders, leadership ethics, and the differences between leaders, managers, and administrators.

Leaders and Work-Life Balance

Why can it be so difficult to balance our work with our personal lives and can these pressures be managed in a way that can make you more successful at both Yes. This introductory course is meant for anyone who recognizes work-life balance as a skill and wants to improve their ability to create this balance. This course looks at methods and techniques to reconcile work and family. You will also consider the question of personal fulfillment and the needs and demands of leadership.

Leading and Managing Change

Whether adopting new technology or adapting to a drastic shift in an organizations core focus, change is a constant in any successful business. Managers play a fundamental role in successful effecting changes across an organization, and meanwhile, humans, by nature, will often resist change out of fear of the unknown. This introductory course addresses the key issues managers face in a dynamic environment. By understanding the steps in effecting change and how to overcome resistance, a manager can successfully lead change at various levels of an organization.

Leading Teams

Leading a team through any task or project requires special skills, and an understanding of the team dynamic and politics. This introductory-level course for managers or anyone interested in leading teams, addresses the key issues surrounding leadership in a team environment. Why is leadership important to team success What is required of a team leader to lead his team effectively This course considers how team leaders must account for the special and unique circumstances of working in a team, where responsibility, accountability, communication, and leadership are shared.

Introduction to Leadership

No matter your age or what phase of your career you’re in, leadership is a crucial skill on the path to success. This course examines how to be an effective leader. This course asks the crucial questions about leadership in today’s organizations: What is leadership and why is it important What does effective leadership require What is visionary leadership What is the role of charisma What is the difference between managing, administering, and leading This course offers a balance of the theory of leadership with some real-world application to help you develop this critical skill for personal growth and success.

Body Language for Leaders

At the core of strong leadership is the ability to communicate effectively. But many leaders focus solely on their spoken words while ignoring the impact of their nonverbal cues, including facial expressions, hand gestures, body movements, and eye gaze. By understanding the impact of body language, leaders can learn how to communicate in a way that builds and sustains positive relationships with employees, clients, and business partners. This course will provide leaders with tips for reading body language and using it to exude both strength and warmth. The course also addresses gender stereotypes and cross-cultural body language and explores the role of body language in virtual communication.

Leadership PDU Bundle

Open Registration

The three self-paced courses included in this bundle—Leading Teams, Leading and Managing Change, and Body Language for Leaders—provide 12 PDUs in total, with 7.75 PDUs specifically targeted to Leadership competency. Each of the three courses in the bundle contains real-world examples, videos, interactive games, assessments, and focused instruction. Glossaries and search functions
help students quickly and easily navigate through the course, and "Ask the Expert" features allow students to pose course-related questions that will be resolved within 24-48 hours by a specialist in the field.

Courses Included in this Bundle

Leading and Managing Change

Leading Teams

Body Language for Leaders

Salesforce Certified Administrator Program

March 1 – May 17, 2021

This course will be delivered online with live instruction via Google Hangouts, Microsoft Teams and Mural - a digital whiteboard program.

The Salesforce Certified Administrator Program covers the fundamental applications, methodologies, and supporting technologies preparing students for roles as certified Salesforce Administrators.

The Salesforce Certified Administrator Certificate Program includes:

12 week Instructor Led Classes
Immersive Curriculum
Hands-on Labs
Industry Leaders as Instructors
Access to the innovative collaboration software

The course material covers key topics recognized by the industry to best equip individuals for this role. When training is completed you possess the following skills, certifications, and experience.

Salesforce Admin Certification
Portfolio of Salesforce applications to show potential employers
Become cloud literate
Gain proficiency in digital collaboration tools
Understanding of agile project management and delivery methodologies and tools
Meeting leadership/facilitation skills
Supporting network of professionals
Guide for your Salesforce career
A Day in the Life of a Salesforce Administrator

As a Salesforce Administrator your job is equal parts technical and business. Your primary role is to bridge the gap between business requirements and technology via the Salesforce Platform. For your employer, it could mean automating business processes, creating reports and dashboards for management, help increase customer engagement.

There is no coding or development! This is point and click configuration

Daily job activities can include:

Data & License Management
Creating and Running Reports and Dashboard
Identifying Additional Benefits
Implementing New Features
Communicating with Stakeholders
Collecting and documenting business requirements
You are adding value in meaningful ways everyday by supporting a strategic tool like Salesforce.

Pre-requisite requirements to sit for the Salesforce Administrator Certification Program

Secondary degree (high school diploma, associate’s degree or the global equivalent)
And/or 2-5 years of professional work experience
STEM or developer experience is not required

**Finance**

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**Certificate in Accounting & Bookkeeping Studies**

*Open Registration*

The Certificate in Accounting and Bookkeeping Studies is for anyone who desires to have a better understanding of basic accounting and bookkeeping procedures or who desires to work in a bookkeeping/accounting department. The Certificate in Accounting and Bookkeeping Studies is particularly well suited for anyone who has recently assumed some bookkeeping and/or accounting responsibilities; anyone who works in business and wants a foundation in bookkeeping and/or accounting, or anyone who wants better understanding of the principles of bookkeeping and/or accounting.

**The Certificate in Accounting and Bookkeeping Studies includes 10 courses:**

An Introduction to Accounting: The Accounting Cycle
Journals, Ledgers and Worksheets
Financial/Accounting Management
Payroll Accounting
Accounting for Accounts Payable
Accounting for Accounts Receivable
Budgeting Essentials
Introduction to QuickBooks
Introduction to Excel
Understanding Financial Statements

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**QuickBooks®/Bookkeeping 2016 Certification – 50 Hours**

*Open Registration*

Introduction to QuickBooks/Bookkeeping 2016 is a course that covers the fundamentals with newcomers in mind. QuickBooks/Bookkeeping is a completely new way of thinking about finances. Specifically, this class addresses accounting equations, debits and credits, how to prepare and interpret important financial reports and balancing the accounting formula using QuickBooks Premier Pro 2016 software. It also covers balancing the accounting formula, journals, ledgers, trial balance, bookkeeping terminology, revenue, expenses, net income, debits and credits. Students will learn how to read financial statements properly and how to grab meaningful information from the balance sheet, income statement and cash flow statements. After completing this course, you will have a solid understanding of QuickBooks. By applying the concepts learned in this course you will understand the process behind accounts payable...
and accounts receivable. Students will know what cash flow is and how to improve it, what profit is, how it is interpreted and what influences its growth. Learn QuickBooks/Bookkeeping now and achieve a skill that is an invaluable asset to your professional career development.

The Certified User Examination is included and will be given at the completion of the program.

Certificate in Finance Essentials
Open Registration

This online certificate program introduces non-financial managers to the essentials of finance. The courses will help you become conversant in critical financial terminology, and you'll learn how to calculate key financial management indicators. You will learn how to assess your organization's financial health by reviewing balance sheets, income statements, and statements of cash flow, and you will discover how finance and accounting tools can be used to support informed decision making within organizations.

Courses included in this Certificate:

How to Read a Financial Statement

Financial statements can look intimidating and, as a non-financial manager, you may feel like ascertaining the right conclusion from a financial statement is like finding a needle in a haystack. This course covers financial reports and their meaning. You will learn the fundamentals and importance of the income statement, balance sheet, and statement of cash flows, and how they can be used to manage a business. You will also be exposed to financial (ratio) analysis.

Introduction to Finance

Understanding basic finance is important for any managerial position, even non-financial managers. This introductory-level course starts at the beginning, discussing finance as an organizational setting and legal forms of business. The course continues on to cover the responsibilities of financial managers, roles of finance in a typical business organization, and relevant financial markets of interest to financial managers. Further, the course will discuss corporate financing and the role the stock market plays in the business world.

Introduction to Business Statistics

Statistics is the science of collecting, organizing, and analyzing data in order to make more effective decisions. As such, statistics is critical to a successful business. This introductory-level course is meant for non-financial managers. Understanding statistical techniques can help any manager responsible for marketing, management, accounting, sales, or other business functions. This course will also cover graphical representations of data that your stakeholders may expect when reviewing the results of any statistical analysis.

Financial Planning and Control

Decision-making within an organization often hinges on the numbers. So what financial tools do managers need to be familiar with to make sound, defensible decisions This introductory-level course is meant to teach finance concepts to non-financial managers, and considers tools for decision-making such as cost benefit analysis, break even analysis, and Balanced Scorecard. The course also teaches the basic finance concepts such as return on investment (ROI), fixed and variable costs, and payback period.

Time Value of Money and Risk

Is a dollar more valuable today or tomorrow What about a year from now This introductory-level course covers time value of money (TVM) principles and risk and return. You will review the basic TVM techniques used in evaluating all financial decisions and their cash flow implications. For Risk and Return, you will learn how risk influences investment decisions, and how to calculate risk and rates of return. Further, you will explore the benefits of diversification and the use of the portfolio concept in investing.
Understanding and Managing Budgets

A budget is a detail of expenses and incomes for a set period of time. This introductory-level course covers budgets and how they are used in organizational settings including the uses and functions of master budgets, operating budgets, sales, production and cost of goods sold budgets, and cash budgets. You will also learn about the budgeting process, and how organizations are using different budgeting techniques to overcome operating challenges.

Guide to Writing Your First Successful Grant – 6 Hours

Open Registration

This course begins with overview of the development field, the fundraising arm of nonprofits. We will then review “prospecting,” the process for identifying grant opportunities from foundations, corporations or the government. The heart of the course is devoted to understanding and constructing all the various pieces of a typical grant proposal, including a letter of inquiry, a mission and organizational history, a project narrative, outcomes and evaluation, and budgets. Students will be given the opportunity to receive instructor and/or peer review of several in-class and one out-of-class writing assignment.

Certificate in Non-Profit Management – 24 Hours

January 19 – March 9, 2021

The certificate is designed to meet the needs of the non-profit professionals who seek a broader role within their organization. Upon completion of the program, participants will have attained an overview of the various operational divisions of an organization and a focused view of themselves as a contributor.

This certificate is awarded to students who successfully complete the following eight core courses:

• Project Management Best Practices –
• Ethical Issues for Non-Profits –
• Non-Profit Management –
• Volunteer Management –
• Human Resource Issues for Non-Profits –
• Non-Profit Marketing –
• Fundraising for Non-Profits –
• Grant Writing for Non-Profits –
Digital Graphic Design – 50 Hours

Open Registration

Updated for Adobe Creative Cloud, this course has been redesigned and enhanced to meet the requirements of today’s digital designer. We cover the fundamental elements of graphic/web design using the latest versions of the most in-demand software programs in the digital design industry today – Photoshop, Illustrator and InDesign. In addition, the course now includes WordPress for the rapid development of web pages. Students will learn to use Photoshop for image preparation and Illustrator to create original graphics and stylized text for both print and digital media. We then bring these visual elements together using InDesign to structure page content/layout for printing and electronic distribution.

This is an introductory course and no experience with Adobe Creative Cloud is required.

Portfolio Builder – Graphic Design

Open Registration

This course expands upon the topics in our core Digital Graphics Design course. Students complete a series of projects and build a personal portfolio of work. Each project incorporates a variety of features from Adobe Creative Suite with an emphasis on Photoshop and Illustrator and highlights how these tools seamlessly work together. Course Projects: Composite Artwork, Advertising and Identity Packaging, Digital Painting, Drawing Complex Vector Artwork, Working in 3D, and Designing with Symbols.

Experience with Photoshop and Illustrator is required.

Certificate in Digital Marketing

Open Registration

The content in this certificate aligns with the Online Marketing Certified Associate (OMCA) credential, which is offered by OMCP. Digital marketing helps organizations promote and sell products and services through online marketing methods such as social media messaging, website ads, Facebook marketing campaigns, Google AdWords, and more. It's vital to develop a marketing strategy that keeps up with the technology. This Certificate in Digital Marketing covers the strategic issues, marketing methods and tactics, industry terminology, and best practices. Each of the nine courses in this suite offer examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.
Courses included in this Certificate:

Social Media Marketing

Using social media in marketing is practically a requirement in today’s highly connected digital world. But it can be confusing and complex to dive into social media marketing without some foundation in the basics. This course focuses on teaching the principles, best practices, and strategies for incorporating social media into a marketing plan. The first module teaches the various ways that social media can be used for marketing, including defining a clear brand voice, improving reputation, and engaging with customers.

The course then looks at the practical way marketers can incorporate social media activities into a focused marketing plan. Learners identify how to integrate their social media with mobile, a hub website, and email marketing. They also learn how to use strategic metrics for tracking success.

Marketing Automation

This course is designed to help learners develop a solid understanding of the basic concepts and techniques that they will encounter as practitioners in the marketing automation field. Module 1 explores the buying cycle and purchase funnel, along with measuring content strategies and calculating the value of customers, followers, likes, and mobile loyalists. Module 2 introduces the single customer view as it relates to cultivating leads and covers customer relationship management and email marketing, with emphasis on multi-touch campaigns and lead scoring. It also discusses loyalty programs and methods for measuring their effectiveness. Finally, learners will combine this knowledge with business concepts in order to better inform marketing decisions for their firm.

Content Marketing

This course offers an introduction to content marketing, a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience. With an emphasis on key concepts, definitions, and metrics, the course examines ways that marketers can tailor their content to meet the specific needs of potential customers as they travel through the sales funnel. Learners will explore how content is used to build brand awareness and establish the brand as a trusted source of expert advice.

Search Engine Optimization

Search Engine Optimization (SEO) encompasses the practices and metrics of trying to increase a web site’s ranking with search engines. This course will engage learners through a variety of assignments that span the history and technology of the World Wide Web. Students will learn how to leverage both content and technical features in order to increase ranking while also learning about the latest tools to measure performance. These aspects are then incorporated into real-world scenarios that challenge students to apply what they have learned.

Web Analytics

This course is designed to help learners develop a solid understanding of the basic concepts and techniques that they will encounter as practitioners in the web analytics field. Topics of major concern that are discussed in Module 1 include a summary of web analytics concepts and important terms, along with the organizations and personnel who use web analytics. The course defines key performance indicators and discusses how they are chosen and implemented. A discussion of segmentation follows, with strategies for how to categorize website visitors. Students will also learn how to plan and assess website business strategies using web analytics. In Module 2, learners will explore reporting and dashboards as they relate to web analytics. Students will gain an understanding of how to plan for and design dashboards and how qualitative research offers deeper business insights. In addition, students will learn how to conduct split and multivariate testing, and implement web analytics best practices.

Paid Search (PPC)

Paid Search advertising, also called pay-per-click (PPC), is used to pay for traffic to visit a website. In this course, learners will explore search marketing, the search process, and the buying cycle. Also included is how to set up a successful PPC account, how to set and measure goals, and how to optimize keyword usage using a variety of strategies. Learners will then examine components of effective ads and landing pages, how to optimize ad targeting, and when to use search or display advertising. The course then delves into research and analysis considerations, such as report creation, improving quality score, and using A/B and multivariate ad testing. Course material is presented through the use of text, videos, games, and other engaging content.
Conversion Rate Optimization

Conversion Rate Optimization is the process of steady and incremental marketing improvement to yield stronger results. In this course, learners will discover the five key steps to Conversion Rate Optimization and how the process interacts with other facets of digital marketing. Through a variety of instructive techniques, including subject matter expert videos and case-study scenarios, this course provides learners with the knowledge and resources to be more effective professionals.

Mobile Marketing

In the age of smartphones, it is a foregone conclusion that marketing efforts should be accessible on a mobile device. This course offers an introduction to mobile marketing, looking at strategies for reaching target audiences through multiple channels, including websites, email, social media, and mobile apps. With an emphasis on key concepts, definitions, and metrics, the course explores ways that marketers can leverage the unique benefits of mobile devices to drive profitable customer action.

Digital Marketing Strategy

As consumers increasingly turn to the digital marketplace of the Internet, organizations recognize that they can better reach and connect with their customers, clients, or prospects through digital marketing. There are many benefits to effective digital marketing including improved brand perception, more efficient lead generation, and better customer satisfaction levels. That can translate into the sale of more products and services. Creating a digital marketing strategy is crucial to meeting the marketing goals of the organization. This course offers a step-by-step introduction to the process of creating such a strategy, with an emphasis on key concepts, definitions, and metrics.

Digital Marketing Certification – 50 Hours

Open Registration

The Digital Marketing Certification course is a 10-week online hybrid course designed to provide students with industry-ready skills as a Digital Marketer. Students will learn digital marketing tools and concepts to facilitate campaigns. In this course, students will learn how to utilize the latest digital marketing programs including Google AdWords & Analytics, Social Media Marketing, YouTube Marketing, Email Marketing, Content Marketing, Marketing Automation and Programmatic Buying.

Social Media and Marketing Online – 100 Hours

Open Registration

This 10-week course is designed to provide students with an insight to the background history, technology, the impact, and strategic uses of social media, as well as a basic hands-on experience with several forms of the most current social media technology. In this course, students gain a broad understanding about Web 2.0 Tools used for Social Media which are all relatively inexpensive but accessible technologies that provide individuals with an instant means/online medium to create, publish, edit, and/or access information for targeted audiences; ranging from one single person, to millions of viewers.

Social Media Marketing Certification – 25 Hours

February 18 – March 25, 2021

This 5-week course is designed to provide students with an insight to the background, history, technology, impact, and strategic uses of social media, as well as a basic hands-on experience with several forms of the most current social media technology. In this course, students gain a broad understanding about Web 2.0 Tools used for Social Media including: • Facebook • Twitter • Blogs • LinkedIn. These social media platforms are inexpensive and provide individuals with an instant means/online medium to create, publish, edit,
and/or access information for targeted audiences. Audiences range from one single person, to millions of users. Students will also learn ways of exploring possibilities and limitations of various social media platforms and will learn how to apply and adapt basic marketing strategies to construct and evaluate social media texts, their impact, and their practical use as a marketing tool. Basic strategic uses of social media for advertising, marketing, public relations, journalism, and civic and political participation are also explored in this course.

**Healthcare/Paraprofessional**

*Medical Assistant/PCT/Multi-Skilled Healthcare Professional – 330 Hours*

*February 22 – May 14, 2021*

This course encompasses topics such as interpersonal relationships, legal aspects of Allied Health, the language of medicine, clinical office procedures, anatomy and physiology, aseptic medical techniques and laboratory specimen Collections. You will also be trained in first aid, CPR, pharmacology and hematology, electrocardiology (EKG), medical data entry and billing, and phlebotomy techniques. This program includes a mandatory 160-hour externship. Students will take the Medical Assistant Certification exam through the American Medical Certification Association upon completion of the program.

*(Includes books, materials, and ARMA fees, payment plan available) *

*Patient Care Technician – 165 Hours*

*February 22 – May 12, 2021*

The patient care technician (PCT) performs routine tasks under the supervision of a doctor or nurse in monitoring the patient’s condition and providing basic patient care. Our PCT training curriculum will demonstrate knowledge of medical terminology, anatomy and physiology, clinical skills, vital signs, electrocardiography (EKG), phlebotomy, infection control, nursing aide in long term care, and medical records. This PCT program is a great way to start a career in the healthcare industry.

*Phlebotomy – 50 Hours*

*February 20 – April 24, 2021*

The phlebotomist is a vital member of the clinical laboratory team, whose main function is to obtain patient’s blood specimens by venipuncture and micro collection for testing purposes. The demand for phlebotomy technicians has increased substantially with the overall complexity of healthcare services and the risks of infectious disease. Current healthcare industry experts predict a 15% increase in phlebotomy jobs by 2021.

The Phlebotomy Technician Program prepares professionals to collect blood and other specimens from clients for the purpose of laboratory analysis.

This course covers the following key areas and topics:

- Process and procedures for collecting blood specimens for laboratory analysis
- All aspects of blood collection and related procedures
- The order of draw
- Universal precautions
- Skills to perform venipunctures completely and safely
- Terminology and related anatomy and physiology Several state and national certification exams exist to test the competency of aspiring phlebotomy technicians. Aspiring students should have, or be pursuing, a high school diploma or GED.
ICD-10 Medical Billing and Coding Specialist – 240 Hours

Open Registration

ICD-10 Certified Reimbursement Specialist program teaches the upgraded coding system that was updated in October 2015. This system of diagnostic and procedural medical coding is required use in all hospitals, doctor’s offices and insurance firms. The new system represents a radical change from the most-recent system. This program offers you the complete and comprehensive training required to accurately apply your knowledge of the system when implementing the program in a healthcare setting. This program includes Medical Billing Certification administered by the American Medical Billing Association.

Technology and Software Certifications

A Management Guide to Blockchain

Open Registration

Blockchain is on the forefront of emerging technologies and is the foundation of modern cryptocurrencies. If you're a manager with little exposure to Blockchain as a concept, this course will help you build an understanding of the concepts and how the technology might apply to your business. This course is an introduction to Blockchain as an underlying technology for cryptocurrencies and other applications. The assignments delve into critical parts of Blockchain, such as consensus mechanisms and cryptography. They also look at Blockchain’s impact on verticals such as healthcare, Fintech, and government, along with democracy, governance, and social impact.

A Management Guide to Artificial Intelligence

Open Registration

This course introduces learners to basic artificial intelligence concepts and trends. Artificial Intelligence plays an increasingly important role in many industries. The emergence of this new technology promises to bring unprecedented efficiencies for organizations and enhance business performance. In today's global economy, managers will need to know how AI can be leveraged to keep their organizations competitive, as well as understand the potential ethical issues associated with employing AI technologies such as deep learning, machine learning, and the various AI-enabled recognition technologies.
Excel 30-Hour Fast Track

Open Enrollment

Excel is a fundamental and critical digital skill today. Increase your marketability in today’s competitive job market by mastering Excel. Learn advanced Excel skills for any business by creating sophisticated spreadsheets, professional dashboards and present data effectively.

Please note: This course will be conducted asynchronously online via Blackboard Collaborate. Students must have access to Microsoft Excel 2016 or newer.

Looking for a more specific course for a Microsoft program?
Browse our website under “Office Programs” in our Science and Technology page for a full list of software-specific courses!

COMPTIA S+, N+, & A+ Certifications

Open Registration

Whether you are looking for the industry standard in Security, Networks, or a beginner IT worker, these fully online COMPTIA courses will prepare you for a rich IT career from the comfort of your home!

Earning CompTIA S+ Certification signifies to employers that candidates will apply their knowledge of security concepts, tools and procedures to prevent security breaches, react accordingly to any security incidents and anticipate further security risks in order to effectively guard against them.
Earning CompTIA N+ Certification means that the individual possess the knowledge and skills necessary to be a successful network professional offering a nationally-recognized and industry-recognized credential for experienced network technicians.
Earning CompTIA A+ Certification means that an individual possesses the knowledge, skills and customer service skills necessary to be a successful computer service technician offering a nationally-recognized and industry-recognized credential for new entrants into the field.

Certificate in Web Design

Open Registration

This suite of courses will teach you the skills you'll need to build a website of your own. Building a website involves a lot more than just writing code. Before you start on that, you need to understand what you want your website to do, how it will look, who you want it to reach, and what message it should send. The first five courses in the suite will introduce you to the basics of designing a functional and attractive site, the HTML and CSS languages you'll need to execute your design, and best practices for designing and building a website that responds intelligently to the needs of users.

Introduction to Web Design

Introduction to Web Design is an introductory-level course providing the groundwork for building effective websites optimized in design, structure, usability, and accessibility. You will learn the fundamental principles of visual design and user experience to build webpages that are aesthetically pleasing and intuitive to navigate. The course will guide you through the website design process, from identifying your content strategy and information architecture, to choosing a layout and other design elements such as visual hierarchy, whitespace/negative space, color, and typography. During the course, you will also learn how to launch a website by selecting a domain host and website address. The course also introduces the three main website languages: HTML, CSS, and JavaScript.
HTML for Web Design

This is an introductory-level course designed to provide a fundamental understanding of Hypertext Markup Language, commonly abbreviated as HTML. HTML is the standard markup language used to create webpages. Along with CSS, and JavaScript, HTML is a cornerstone technology used to create webpages as well as to create user interfaces for mobile and web applications. The course will cover HTML tags for images, links, lists, and tables, as well as how to organize page structures. Learners will gain experience using various HTML elements by developing a variety of different HTML documents through several lab assignments.

CSS for Web Design

This course will introduce basic features of Cascading Style Sheets, or CSS. CSS is a versatile programming language that is used to style web pages by specifying how HTML and XML documents should appear. CSS makes it possible to control the presentation of elements on a page, including their color, dimensions, position, and behavior. A series of lab exercises provide students with opportunities to practice the tools and concepts they learn throughout the course.

JavaScript for Web Design

This course introduces learners to the fundamentals of scripting and basic programming concepts while exploring the ways JavaScript can add functionality to web pages. Through several lab exercises, learners will progress from developing simple JavaScript to more complex functions. From this base knowledge, they will then be introduced to popular JavaScript libraries and other similar tools and frameworks in use today.

Responsive Web Design

This course will introduce you to responsive web design (RWD) by reviewing basic principles and foundational techniques for designing websites that are viewable on all devices. While this is an introductory course, the material does require that the learner has at least a basic understanding of HTML and CSS. After completing the course, students will be able to create custom CSS layouts and use media queries to optimize websites for different screen sizes.

Web Design Capstone: Seaside Bed and Breakfast

This capstone course for the Web Design Certificate incorporates the skills you have learned about web design principles, HTML, CSS, JavaScript, and Responsive Web Design. In this course, you will be placed in the role of a web designer and asked to work through a variety of case studies to produce a new and improved website for a client, Seaside Bed and Breakfast.

Learners will be asked to apply web design principles and coding techniques learned throughout the certificate to design and deliver a streamlined and responsive website.

Certificate in Cybersecurity

Open Registration

Cybersecurity, also known as Information Security, is the protection of data and personally identifiable information from malicious attacks, theft, and destruction. Failures of cybersecurity policies, both in large corporations and governmental agencies, have earned significant visibility and negative publicity in recent months and years. As the amount of data being stored continues to increase, and as hackers become more sophisticated, the need for cybersecurity is greater than ever.

Courses included in this Certificate:

Communication and Network Security

This course covers topics related to communications and network security. It begins with a lesson in the different types of networks and different transmission technologies. It also covers the two main models that govern how networks work: the OSI model and the TCP/IP
model, as well as their related layers. The course includes a detailed discussion of the many protocols that allow networks and network devices to communicate with one another and includes a discussion of firewalls and wireless networks. This course is designed for IT professionals and other adult learners who are interested in gaining an introduction to information technology security.

**Asset Security**

Companies must protect their assets. Just as locks go on the doors to protect physical assets, electronic and data assets must also be guarded. Asset security involves the full support of everyone in an organization, from corporate-level personnel down to front-line employees. Various security controls will be described that help protect privacy, along with data leakage prevention (DLP). Although it is not necessary, having some foundation in IT concepts is helpful in taking this course.

**Security and Risk Management**

This course covers the role of governance and risk management in information security. It looks at the policies and standards that are needed to operate an effective information security function and to oversee good information security practices. The course also includes a look at how modern organizations manage information security risks and how to conduct a risk analysis. It concludes by examining the process for providing information security training and education. This course requires some basic understanding of IT concepts.

**Security Engineering**

This course contains an introduction to the key concepts of cryptography and security engineering. It examines the role of encryption in information security and considers common encryption methods. In addition, the course discusses ciphers, their substitutes, and how they work. Public key infrastructure and management is also covered. This course requires a basic understanding of IT concepts.

**Identity and Access Management**

This course introduces students to the principles of access controls, beginning with the central modes of information security and continuing through various attacks and defenses. The course presents different kinds of authentication techniques, how they work, and how they are distinguished from each other. This course requires some basic understanding of IT concepts.

**Security Assessment and Testing**

This course covers security assessment and testing, focusing on potential disruptions that can affect organizations and how they can be addressed with assessments and plans. Students will have the opportunity to practice how to assess the impact of disasters that may arise as well as to develop their own versions of these plans. This course requires a basic understanding of IT concepts.

**Security Operations**

This course contains a detailed overview of security operations: administrative controls, trusted recovery and change and incident management. This course establishes a foundation in auditing, monitoring and detection in information security. This course requires a basic understanding of IT concepts.

**Software Development Security**

This course covers software development security while focusing on the systems development life cycle, operating systems, and their environments. Additional topics include the role of various databases in security and how to recognize and guard against attacks on software. Students will have the opportunity to apply application security controls. This course requires a basic understanding of IT concepts.
Introduction to Business Analysis

Open Registration

Business analysis is the discipline of identifying business needs and requirements and designing and executing solutions to business problems. This introductory course provides a wide-ranging overview of the principles and concepts of business analysis, with a focus on the following six areas: needs assessment, stakeholder engagement, requirements elicitation, requirements analysis, requirements tracing and monitoring, and solution evaluation. This course covers the common stages of a business analysis project and describes common terminology and tools and techniques utilized by a business analyst.

Learning Outcomes

Explain the general concepts of business analysis and its strategic importance
Discuss the role of the business analyst in different organizations and identify skills needed
Describe the concept of requirements and identify the various types of analysis
Create a needs assessment and roadmap to the future state
Analyze current capabilities, design future state options, and recommend the best option for implementation
Identify and engage with stakeholders to prepare them for the transition to the future state
Define requirements elicitation and outline the elicitation process
Employ analysis tools and techniques to refine requirements in order to validate, verify, and prioritize requirements and essential product information
Manage changes, linkages, and dependencies related to requirements
Evaluate the solution to determine business value and the products fitness for release

Global Supply Chain Certification – 45 Hours

February 6 – March 13, 2021

Today’s enterprises have multi-tiered networks of suppliers, trading partners, and customers, all of them playing a pivotal role in how that business brings their products to market. Companies now need inter-enterprise processes and visibility, and they need access to information that is not necessarily within their company. A supply chain is a global network used to deliver products and services from raw materials to end customers through an engineered flow of information, physical distribution, and cash. Supply Chain Management is the design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging logistics, synchronizing supply with demand, and measuring performance globally. This course will help students advance their careers while giving them validated foundational knowledge to assist in improving their company’s competitive position and profitability. The course takes a broad view of supply chain management, extending beyond internal operations to encompass all the steps throughout the supply chain—from the supplier, to the company, to the end consumer and the reverse flow of products and materials for the purpose of managing returns, refurbishing, or recycling. This program provides you with the knowledge to effectively manage the integration of these activities to maximize a company’s value chain and Ecommerce. Students will apply
quantitative methods, analytical techniques as well as utilize practical experience in order to understand how to operate, design, plan, and control supply chain operations. Students are expected to have a solid understanding of production and operations management in order to solve complex supply chain case studies.

Certificate in Agile Project Management

Open Registration

Agile project management practices have become the standard for software development projects. More recently, Agile has grown beyond software projects as more and more companies adopt Agile concepts and methodologies. Individuals who have a solid understanding of Agile have a distinct advantage in today's changing project management atmosphere. The courses included in this certificate program will provide managers the basic foundation they need to become competent Agile practitioners. The program introduces the learner to the basic methodologies, practices, and key concepts of Agile and enables the learner to explore, through case studies, many of the common challenges of working on an Agile team.

Introduction to Agile

This introductory-level course explores the methodologies and practices of Agile development and explains the key concepts and principles that form the foundation of Agile project management. This self-paced course contains vocabulary games, flashcards, and interactive exercises to supplement and enhance your understanding of Agile concepts, as well as video segments from Agile experts to help you become a more proficient Agile practitioner.

Integrating Agile into a Waterfall Environment

This intermediate-level course is designed to help Agile practitioners recognize and resolve many of the common issues that emerge when Agile concepts are introduced into Waterfall organizations. The course begins with 24 video segments from seasoned Agile trainers and practitioners who provide tips and best practices for addressing integration obstacles. The course then presents 20 short case studies that simulate the communication and interchanges that can occur as Agile and Waterfall practitioners work to resolve differences in the ways that they see and execute tasks. As students evaluate these case studies, they'll learn to deconstruct and diagnose any underlying problems that need to be resolved, just as they would in everyday practice. While they work to decode and correct these issues, they’ll begin to recognize the common pitfalls that can happen as project teams collaborate and interact.

Challenges for Agile Teams

This intermediate-level course is designed to help Agile practitioners decipher and solve the problems that arise regularly in their work. The course begins with 16 video segments from seasoned Agile trainers and practitioners who provide tips and best practices for addressing Agile team challenges. The course then presents 20 short case studies that test the students understanding of Agile practices and provide guidance for resolving common problems. The case studies are structured to simulate the conversations and interactions that happen regularly on Agile projects; seeing these disputes as narratives will help students learn to deconstruct issues and diagnose the underlying problems that need to be corrected, just as they would in their everyday work. As students decode these disputes and plan appropriate responses, they’ll gain the experience they need to guide their teams and to put them back on track to deliver value to their customers.

Agile Certified Practitioner (PMI-ACP) exam prep courses also available!
Introduction to Business Analysis

Open Registration

Business analysis is the discipline of identifying business needs and requirements and designing and executing solutions to business problems. This introductory course provides a wide-ranging overview of the principles and concepts of business analysis, with a focus on the following six areas: needs assessment, stakeholder engagement, requirements elicitation, requirements analysis, requirements tracing and monitoring, and solution evaluation. This course covers the common stages of a business analysis project and describes common terminology and tools and techniques utilized by a business analyst. It provides subject matter expert testimony by business analysis practitioners on important topics related to successfully completing business analysis activities.

Certificate in Sustainable Management

Open Registration

Sustainability refers to the use of ecosystems and their resources in a manner that satisfies current needs without compromising the needs or options of future generations. A sustainable business is one that generates profits for its owners, protects the environment, and improves the lives of the people with whom it interacts.

Courses included in this Bundle:

Sustainable Management: Leadership Ethics

Leaders are increasingly being held responsible and accountable for the manner in which they lead—and if they are adhering to ethical behavior when they make decisions. Organizations have learned that the costs of unethical actions can be high, both legally, and from the perspective of brand image and reputation. At the same time, research is showing that good business ethics translates to good business results. Leading in an ethical manner can provide a clear advantage in building a thriving enterprise.

Corporate Social Responsibility

Corporate social responsibility (CSR) is the concept of organizations taking responsibility for their impact on society and the environment. Businesses which embrace CSR promote the public interest through what they do (for example, encouraging community growth and development) and what they refrain from doing (for example, eliminating or avoiding practices that harm stakeholders, regardless of whether such practices are legal). CSR is the inclusion of the public interest into corporate decision-making.

An Overview of Sustainable Management

Sustainable management is managing a firm so that it generates profits for its owners, protects the environment, and improves the lives of the people with whom it interacts. The business case for sustainable management is that it can help a company’s long-run profitability and success. This course provides an overview of sustainable management, and discusses the role of government and regulation in sustainable management practices.

Triple Bottom Line Accounting

In order to pursue the goal of sustainability, corporate and government leaders must manage companies and economies in terms of balancing and optimizing the triple bottom line of social, environmental, and economic impacts. The Triple Bottom Line concept, also known as the 3Ps (People, Planet, and Profit), is both a metaphor for thinking about sustainability as well as the basis for a practical framework for accounting and reporting on organizations activities and impacts. The TBL concept borrows the well-known and widely accepted idea of financial accounting and its bottom line and expands it.
Measuring Sustainable Management Performance

One well-known business saying is that you can’t manage what you can’t measure. With the growing importance of sustainable management, business leaders must find the appropriate tools and techniques for measuring their organizations sustainability performance. This course reviews the measurement of sustainable management practices and performance.

Certificate in Small Business Management
Open Registration

Owning or managing a small business has a lot of benefits. Small business owners may have the freedom to control their schedules, be able to focus on work that they find fulfilling, and find opportunities to positively impact their communities. But in addition to benefits like these, small business management brings with it some unique challenges. Owners of small businesses often play many roles and must have a wide body of knowledge. In a single day, a small business owner may be required to do any number of varied tasks, like approve a project plan budget, train a new employee, and develop a marketing campaign. This certificate will provide students with a fundamental understanding of the most critical areas in small business management.

Courses included in this Bundle:

Accounting Fundamentals for Small Business

Following basic accounting principles is an essential and necessary part of any business, regardless of size. As a small business owner, it is crucial to recognize the importance of maintaining proper financial records. Accounting records help identify sources of revenue, monitor the progress of business operations, assist in identifying areas that need improvement, and aid in preparing accurate financial statements. This course will introduce you to fundamental accounting concepts and develop your ability to record and analyze business transactions, and prepare the four major financial statements.

Introduction to Small Business Management

Introduction to Small Business Management is designed for prospective and current small business owners, entrepreneurs, and managers who want to understand the basics of running a successful small business. Managing a small business can be quite challenging, and this course provides an overview of small business operations, including business planning, legal issues, financial management, human resources, managing people, marketing, and customer care. Small business owners and managers should be better prepared to effectively deal with common problems and capitalize on market opportunities based on what they’ve learned.

Small Business Marketing

Small business operators are often faced with the daunting task of advertising and building a brand with a restricted budget. They must also effectively use social media and search engine optimization to differentiate themselves from their competition and attract potential customers. This course is designed for small business owners, entrepreneurs, managers, and other professionals who want to understand the basics of small business marketing. The material explains how to utilize social media marketing, content marketing, and search engine metrics strategically to reach not necessarily a wide audience, but the right audience. After completing this course, small business owners and marketers will be better prepared to promote their services and products in the highly competitive virtual world.

Budgeting and Financial Analysis for Small Businesses

Many small business owners find creating a budget to be an intimidating process. However, creating and maintaining a budget for your business is a crucial component of success. Budgets assist in maintaining control of your business activities, and provide a road map to ensure you are spending money in the right places at the right time. Similarly, tracking performance and analyzing financial data provides insight into what is working, and what isn’t, in terms of your business. Knowing how to interpret the information found in your business financial statements is an important skill to develop. Financial analysis allows you to understand your business financial
position better and can help you make better financial decisions. This course will introduce you to the budgeting process and financial analysis. In module one, you will develop your ability to prepare budgets, generate pro forma financial statements, and analyze budget variances. Module two will focus on analyzing the financial position of your business through financial ratio analysis, benchmarking, and break-even analysis.

Law for Small Business

Small business owners and entrepreneurs must have a working knowledge of many different fields, including the law. This course covers the basics of business law as it pertains to small businesses, franchises, and entrepreneurial endeavors. The topics include legal structures for new ventures, contracts, intellectual property rights, real property, employee rights, tax responsibilities, and product warranties and liabilities. While small business owners should be familiar with these issues, there is no substitute for having qualified legal counsel. Therefore, the course also explores the relationship between a small business and its legal representatives, how to find a small business lawyer, and at what stage legal counsel should be sought.

Project Management for Small Business

Small business management involves overseeing both small and large projects. Not all projects require extensive planning, but project management techniques can help teams of all sizes meet their goals more efficiently. This course introduces fundamental project management concepts, reviews common project pitfalls, and explains the importance of each of the five stages of the project life cycle: initiating, planning, executing, monitoring/controlling, and closing.

HR Fundamentals for Small Business

The people who make up your business are among your most valuable assets. Proper management of those human resources is critical for creating and sustaining a skilled and engaged workforce, developing a positive business culture, and generating a competitive advantage. Human resource personnel are involved in tasks like recruiting, selecting, compensating, training, developing, and disciplining employees. Who carries out these tasks varies depending on a business size and organization. Large organizations may have a dedicated HR manager or even an entire HR department. In smaller businesses, on the other hand, HR responsibilities may be carried out by the CEO or business owner, delegated to staff, or outsourced.

Regardless of whether they will be responsible for carrying out HR tasks themselves, small business owners should be aware of important human resource issues, options, and controversies. This course reviews key areas in human resource management, like crafting job descriptions, finding the right people for those jobs, fairly compensating employees, and responding to performance issues. We also survey important employment laws and some best practices for creating a workplace that is safe and healthy for employees. Experts provide commentary and share their personal experiences relating to common HR issues.

Leading and Managing Small Businesses

Small business leaders are responsible for inspiring employees to do their part to bring about the organizations goals. Good leaders must have a vision of where the business is going, possess strong communication skills, and be able to bring out the best in the people they lead to make that vision a reality. While the fundamentals of leadership and management are the same in large and small business settings, one or two bad leaders can more quickly have a detrimental impact on a small business.

This course will prepare you to lead and manage employees in your organization, whether you are navigating through periods of change, growth, or stress. You will learn about some of the qualities and values shared by successful leaders, like decisiveness, adaptability, and humility, as well as common managerial challenges and techniques, strategies, and best practices to overcome those obstacles.

Operations Management

Open Registration

This course explores the fundamental concepts and theories practitioners will need to successfully guide operations in manufacturing and service organizations. Modules in this self-paced course introduce key foundational material, describe the interplay of supply chains and demand management, and explain the role that processes and process management play in robust operations. Specific tools, techniques, and methodologies (including Lean, total quality management, and Six Sigma) are presented to show their applicability to operational
strategies.

**Learning Outcomes:**

- Identify the important fundamental aspects of operations management
- Classify the integration and location factors that contribute to successful operations
- Demonstrate the part that demand chains play in a productive operations strategy
- Analyze the importance of forecasting, aggregate planning, and master production scheduling
- Devise effective process management strategies that can be combined with strategic and tactical plan
- Summarize how alternative management methodologies can be used to augment operations management programs

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**Certificate in Business Communications**

**Open Registration**

Communicating clearly and concisely in written and oral formats is critical to your professional success. From clarifying and structuring your ideas to designing the PowerPoint slides that will best complement them, the techniques, interactive exercises, and checklists in this certificate program will help you create presentations and workplace documents that inform and persuade.

**Effective Business Writing**

The ability to write clearly and directly is highly prized in most organizations. Well-written emails and documents can help you earn respect among your peers. And poorly written emails and documents can detract from success at all levels. The ideas, techniques, and checklists in this introductory-level course apply to all forms of business writing: memos, reports, brochures, proposals, presentations, catalogs, and websites. This course will also teach how to revise for wordiness, unnecessary phrases, redundancy, and jargon, and the appropriate use of email in an organizational setting.

**Effective Presentations**

The ability to deliver an effective presentation is critical in most job functions. This introductory-level course helps learners organize, structure, and create effective presentations that feature slides as a visual aid. Because many organizations use PowerPoint as a way of communicating information, this course offers advice and guidance on the most effective and persuasive uses of PowerPoint, including best practices on word count, graphics, and structure.

**Effective Public Speaking**

Confidence is a key to delivering an effective speech or presentation. And delivering an effective presentation can be critical to success at work. This introductory-level course helps you develop the skills you’ll need to become an outstanding and confident public speaker. It reviews the seven stages of public speaking including defining the audience and crafting your central message, all the way to writing, practicing, and delivering your presentation or speech. This course is an essential part of honing the skill of presenting and setting the stage for the boost of confidence to help you succeed.

**Communicating Collaboratively**

In most organizational settings, you’ll be expected to work in teams. At times, your team members may not be physically in the same office with you. And yet, communicating effectively within these teams is critical to the success of the team, and critical to your personal success on any given project or task. This introductory-level course will help you improve your collaborative communication by providing best practices and effective tips and techniques.

**Effective E-mails, Memos and Letters**

Communicating clearly and concisely in written formats like email, memos, and letters is very important in a workplace setting. Clearly communicating your thoughts, plans and proposals is a highly effective means to advance your ideas and earn the respect of your peers.
This course will help you improve your use of these common business communication vehicles by providing best practices and effective tips and techniques.

**Certificate in Creativity and Innovation**

Open Registration

Because organizations must innovate to stay alive in today’s highly competitive marketplace, organizations need employees who can channel their creativity and innovation toward organizational challenges and goals. This certificate program will first help you become re-acquainted with your own stores of creativity and innovation. Next, you are given a set of tools that allow you to leverage your creativity to identify and solve organizational problems.

*Introduction to Critical Thinking*

Critical thinking is an intellectual model for reasoning through issues to reach well-founded conclusions. It may be the single-most valuable skill that one can bring to any job, profession, or life challenge. Being able to ask the right questions, critique an argument, and logically dissect an issue occur constantly in the workplace and our lives. This introductory-level course is designed to help learners define and identify critical thinking and reasoning skills and develop those skills.

*Personal Creativity*

This course examines how one can become a more creative person. By stimulating creativity through various techniques (mind-mapping, DO-IT, SCAMPER, right and left brain thinking) participants learn to tap into their personal creativity and apply it to organizational challenges.

*Creativity in Teams and Organizations*

Spurring creativity in teams can be very challenging, but could also be the difference between a successful team and an unsuccessful one. This course looks at spurring creativity and innovation in teams and organizations. Drawing on the latest academic thinking, it outlines the key factors for creative teams. Further, the course focuses on tools and techniques designed to yield more productive thinking in collective settings. Participants learn about a number of targeted tools, including brainstorming, Discussion 66, Provocation, and others, to generate fresh thinking in smaller group settings and in their organizations.

*Innovation in Teams and Organizations*

Innovation can make or break an organization in terms of its ability to win and keep customers. This course looks at innovation in corporations and the public sector. It reviews the latest academic thinking on innovation, including Clay Christensen’s seminal thinking on disruptive technology and the proper response to the disruption. Further, it explores some of the internal responses to the need for creativity, including idea champions, idea incubators, new venture teams and skunk works, and the process of moving from innovation to commercialization. This course also covers some of the more successful corporate innovators as a way of illustrating the principles of effective innovation in large organizations.

**Six Sigma Green and Black Belt Online Certification**

Open Registration

**Green Belt**

The Six Sigma Green Belt Certification will familiarize participants in the use of the DMAIC (Define, Measure, Analyze, Improve, Control) approach to problem solving key Business issues, introduce and understand at a conceptual level the use of the various Lean Six Sigma tools. A Six Sigma Green Belt has the ability to make a difference to the bottom line of the company by eliminating waste, reduce cost of quality and improving margins.
The course structure will be in line with ASQs body of knowledge structure and will prepare the participants to take the ASQs Green Belt certification exam.

**Black Belt**

This program is a continuation of topics that are introduced in the Six Sigma Green Belt program. A Six Sigma Black Belt Professional can implement effective processes and pave the way for companies to be best in class.

**Hypothesis Testing**
- Statistical insights that help to effective conclusions
- Six Sigma: value add; driving profitability
- Use of DMAIC methodology to provide a structured approach to problem solving
- Design of Experiments
- Lean Principles using the Pull Model

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**Lean Six Sigma Yellow Belt Prep Course and Exam**

*Open Registration*

The Lean Six Sigma Yellow Belt Exam Prep course describes the strategies, techniques, and concepts practitioners will need to effectively prepare for the MindEdge Lean Six Sigma Yellow Belt certification exam. The seven modules of the course explore the essential components of the DMAIC methodology, describing the important themes, principles, and tools needed to refine processes and enhance operations.

**Courses included in this Certificate:**

**Lean Six Sigma Yellow Belt Exam Prep Course**

The Lean Six Sigma Yellow Belt Exam Prep course describes the strategies, techniques, and concepts practitioners will need to effectively prepare for the MindEdge Lean Six Sigma Yellow Belt certification exam. The seven modules of the course explore the essential components of the DMAIC methodology, describing the important themes, principles, and tools needed to refine processes and enhance operations.

Learner understanding and comprehension are tested throughout the course with interactive games, exercises, case studies, and quizzes. Videos from working professionals provide real-world implementation examples and augment course materials to extend mastery of key concepts. And two 25-question practice exams are presented to mirror the substance and style of questions that course participants will see when they sit for their MindEdge certification exam.

**Lean Six Sigma Yellow Belt Certification Exam**

This one-and-a-half hour timed exam tests competency and comprehension of Lean Six Sigma principles, strategies, tools, and techniques. The test includes 50 multiple-choice questions chosen at random from MindEdge’s question database, and covers all aspects of the DMAIC methodology and its implementation. Questions are posed in several configurations that ask test-takers to identify, calculate, analyze, and apply their knowledge to demonstrate their ability to perform as important members of improvement teams.

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**Certificate in Entrepreneurship**

*Open Registration*

This online certificate program introduces key issues in entrepreneurship for those looking to start a business on their own. What does it take to build and grow a business from scratch? What personal characteristics are shared by successful entrepreneurs? What types of
resources are available to budding entrepreneurs, and where can you find them? Learners who complete this program will have the answers to those questions and others that are essential to the success of their businesses. This certificate is suitable for new business owners, as well as anyone considering the challenges of entrepreneurship.

**Courses included in this Certificate:**

**Accounting and Finance for Entrepreneurs**

This course provides an introduction to key topics in accounting and finance for those involved in new ventures. It reviews financial accounting basics, including GAAP Principles and financial statements, and also covers key issues in finance, broadly defined as any financial or monetary activity that involves a company.

**Introduction to Entrepreneurship**

Having an entrepreneurial spirit and a good idea is a great foundation to starting your own business. But you may need a bit more to succeed. This course explores the different aspects of entrepreneurship and how entrepreneurs create and establish successful new ventures. It reviews issues and activities involved in starting a new business, including the decisions that must be made before an enterprise can be launched and established.

**Business Law for Entrepreneurs**

When starting a new venture, understanding the relevant laws can make or break your success. This course covers the basics of business law for an entrepreneur. It reviews legal structures for a new venture, intellectual property, employment law, contracts, government regulation, and personal and real property.

**Strategic Marketing for Entrepreneurs**

This course reviews the strategic issues that an entrepreneur faces while starting a new venture or business, and highlights the questions about market acceptance that must be answered during every stage of the entrepreneurial process.

**Leadership and Management for Entrepreneur**

This course explores the leadership and management issues entrepreneurs face as they create and establish successful new ventures. It reviews the key managerial roles of planning, organizing, staffing, leading and controlling and their application in entrepreneurial settings. Further, the course addresses self-management for the entrepreneur—how an entrepreneur can manage his or her own time and maintain a proper work-life balance.

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**Other Career/Professional Certifications**

**Introduction to Emergency Management in the US**

*Open Registration*

Emergency management is a critical and expanding field; climate change has increased the extent and frequency of natural disasters, and terrorism is a growing threat. Therefore, emergency managers play an increasingly vital role across the whole community and all levels of government. This course is designed for learners who are studying emergency management for the first time, preparing for a new career or job role in emergency management, or seeking to refresh their knowledge of foundational concepts.

**Learning Outcomes**

Define emergency management, explain the principles of emergency management, and recognize the various roles and responsibilities of emergency managers

Identify the laws, authorities, and structures that shape and define emergency management in the U.S.
Explain the purpose of an emergency operations center (EOC) and describe how and when to activate the EOC

Recognize the components of a successful emergency management program, including financial planning, resource management, and exercise program management

Describe the components of a mitigation plan and recognize how mitigation actions can prevent emergencies or minimize the resulting damages

Identify the six steps of planning and outline an emergency operations plan

Distinguish between the various types of training and exercises

Recognize the key partners in response and their various roles and responsibilities, such as communicating with the public, saving lives, and clearing debris

Explain the purpose and goal of recovery and identify the short-term and long-term activities that facilitate recovery

Outline the steps in the Presidential Disaster Declaration process and identify the various kinds of assistance available to emergency

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**Fast Company: Future-Proofing Your Career**

**Open Registration**

Today's job market is more competitive than ever, and workers must not only think about how to land jobs but also how to keep their jobs and continue progressing in their careers. All professionals—whether just entering their fields or currently holding leadership roles—can benefit from skill development and reinforcement. This bundle, based on Fast Company's award-winning journalistic content, will help professionals across all industries future-proof their careers by focusing on key skills in the areas of communication, creativity and innovation, design thinking, networking, and personal branding. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

Included with your course is a one (1) year complimentary subscription to Fast Company ($19.99 value). Your subscription will start with the current issue. Fast Company publishes 8 issues a year.

**Courses included in this Certificate:**

**Communicating with Flair**

There’s a reason that workplace communication skills are so highly sought after by employers. Strong communicators can save their organizations time and money. For example, workers who can write emails that are reader-focused, clear, and concise can prevent the reader from having to send follow up questions, or worse, drawing the wrong conclusions about what the writer meant. Employees who can deliver engaging presentations can generate positive attention to the organizations mission. And workers who are strong collaborators can run efficient meetings, both live and virtual.

At the same time, workplace communication skills are integral to an employee’s personal journey. Knowing how to craft attention-grabbing cover letters and resumes and ace a job interview are essential skills to master en route to finding professional fulfillment. The ability to manage speaking anxiety and deliver memorable presentations can set an employee apart from his or her peers. And understanding body language cues can help a worker build and sustain positive relationships with team members.

Ultimately, the ability to communicate with confidence and flair can keep a company focused on its organizational goals and help workers future-proof their careers.
**Personal Growth**

Today’s professionals are under an increasing amount of pressure to be able to do it all, which can lead to unhealthy amounts of stress and a decrease in motivation and self-confidence. This course aims to help learners combat those struggles by focusing on the skills that can help them grow in both their professional and personal lives. It looks at the importance of soft skills—such as time management, organization, and communication—in the modern workplace and provides practical tips for creative problem solving, goal setting, stress management, time management, and clear communication. It also considers how adaptability and authenticity can impact personal growth.

**Design Thinking**

In today’s competitive marketplace, companies must come up with innovative solutions to everyday challenges. The design thinking approach can be an effective tool for organizations looking for practical and creative ways to solve problems. This course will examine the benefits of design thinking and present strategies for generating innovative products and ideas that can set an organization apart from its competitors. It highlights real-world examples of design thinking applications across several different industries. It considers accessible design and looks at methods for testing ideas.

**Creativity and Innovation Toolkit**

Creativity and innovation are not one and the same. Creativity is the generation of new ideas by individuals and teams. Innovation is the process of converting those ideas into new products, business practices, and strategies that create value.

It’s a meaningful distinction because creativity needs to be translated into something concrete for it to generate value. Protecting and nurturing new ideas, and bringing them to fruition, is the basis of innovation. That innovation takes place in and through organizations making it more complex.

Leaders of organizations of all sizes and types hope to encourage creativity in their employees. Eliciting creative and innovative ideas within a group, team, or organization has become a crucial skill. The ability of leaders to nurture and protect new ideas is vital to the health of the organization.

**Networking**

Networking is an important skill at all stages of your career, whether you’re searching for a job or looking to take the next steps in your industry. This course provides an overview of how to make effective professional connections and cultivate relationships that can help you over the course of your career. It explores networking challenges based on gender and personality type and provides practical tips for overcoming networking anxiety. It also helps identify potential resources that can be used to expand your professional network.

**Personal Branding**

Having a strong personal brand helps you stand out in a crowd. It can help you gain new and better clients, so you do better in your current job. And it gets you noticed when you’re looking for a promotion or a new job. In today’s job marketplace, getting noticed is something that usually happens online. Employers use the web to check out job applicants, and there increasingly likely to skip over those who don’t have much of an online footprint. That’s why it’s so important for job applicants to have a strong and consistent web presence, one that announces and reinforces their own personal brand. Social media sites like LinkedIn, Facebook, Twitter, and Google+ can all be used to promote your personal brand.

But building a personal brand is about more than just online self-promotion. Building your brand is a continuous process. It involves gaining new experiences, new knowledge and skills, expanding your circle of relationships, and increasing the value that you bring to every work project and business relationship.
Complete Paralegal Training Program (Self-Paced Online)

Open Registration

This state-of-the-art paralegal home training course makes it possible for a student to quickly and easily learn this complex, prestigious and fascinating discipline. The program was developed by a battle-tested paralegal and is delivered through an "accelerated instruction technology” in a platform learning style. It is a fast-track program and should take no more than 5 to 6 months to complete.

Expect to gain a full and practical knowledge of this highly complex and prestigious field, with skills useful in various aspects of the industry, legal secretarial, legal assistant, and paralegal.

At the conclusion of the course, the applicant must pass a final examination before a grade of pass/fail will be awarded. Successful passing students will be provided a Certificate of Completion.

Special Announcement!

Adult Degree Completion Programs Now Available as Well!

Finish your degree! The Adult Degree Completion Program at William Paterson University is designed to reinforce your personal motivation to succeed and advance your career.

Our Adult Degree Completion Program helps working professionals earn their bachelor’s degrees in the high-demand fields of Health Studies or Communication, with fast-track, flexible schedules that include online and optional in-person classes. If you have previously completed 60 or more college credits at an accredited institution, you are eligible for our Program and can finish your bachelor’s degree with us in two years.

We also offer career development and support services for adult learners to assist with enrollment, registration, and career advisement, all in one location at William Paterson University's School of Continuing and Professional Education.